

United Church Notes

Rev. E. Longmire, Minister.
The young people of the church were out for a free and happy get-together and social evening when they gathered at Hedley's hall for their St. Patrick's party on Thursday evening, March 16th.

The program committee had apparently spent a good deal of time and effort in planning and preparing the program and the members were right on hand to see that there was no slackness or drag to the evening's entertainment.

A wide variety of games, tests of skill and competitions, interspersed with community singing, together with solos by Marion Longmire and Annetta McMillan were the main features of the program.

That there was ample lunch for such an active crowd of young people is sufficient proof of the foresight and accomplishments of the social committee.

The young folks closed their party with the singing of "The More We Get Together." Those in charge were: Program committee: Mary Jones, Ethel Arnold, Clarence Carter; Social committee: Winnie Reeves, Louisa Barber, Clarence Barber.

A very interested audience assembled in the church on Monday evening, March 21, to enjoy the special program given by the Mission Band and the Junior Choir. The main feature of the evening was the presentation by the Mission Band, under the leadership of Mrs. Longmire, of the cantata "Busy Housekeepers". The Junior housekeepers all showed a remarkable degree of both talent and training throughout, and many mothers were especially surprised and delighted with the accomplishments of their young daughters. The special musical numbers by the choir were

SOCIAL CREDIT

The regular meeting of the Irma Social Credit Group was held at the home of Mr. and Mrs. A. E. Knudsen March 22nd, with the vice-president, Mr. Charlie Archibald, as chairman. The meeting was called to order and one verse of the theme song was sung. After the business of the meeting was dealt with Mr. Wm. Milburn sr. was called upon for a speech, which was enjoyed by all. Dalton Herbert then gave the report of the general secretary and the financial report of the Alberta Social Credit League. Mr. Hutchinson gave the study paper. The meeting closed with God Save the King. Lunch was served by members of the group. The next meeting will be held at the home of Mr. and Mrs. V. Hutchinson on April 5th.

The Irma Social Credit Group held a very successful social meeting on March 17th. Everyone present reported a good time and proved to the world that you do not have to be an Irishman to celebrate. The next social evening will be held on April 7th, when an Edmonton speaker is expected. Ladies please bring cake.

The regular meeting of the Irma Social Credit Group will meet on 4th of April in Kiefer's hall. Mr. Masson will be present and will explain the happenings of the present session. Ride with us—we're going success.

All well received. Those responsible for the cantata and program and all who took part are deserving of great credit and our hearty appreciation.

Sunday, March 27th
Irma Sunday School, 11 a.m.
Public Worship, 7.30 p.m.
Mid-week prayer and fellowship service, Wednesday evening, at 7.30.
A hearty welcome to all.

Minutes of Monthly Meeting Kinsella Municipal District

Minutes of March meeting of Kinsella M. D. Full Council present.
At 10 a.m. the R. O., Mr. W. Comley, called the meeting to order and swore in the new Councillors.

The R. O. then called for nominations for Reeve for 1938.

Cr. Lison that Cr. Bradley be appointed Reeve for the year 1938. C.U.
Cr. Zelinski that Mr. Lison be appointed Deputy Reeve for the ensuing six months. C.U.

Cr. Overbo that the minutes be passed as read. C.U.
Cr. Lison that the statement of receipts and expenditures for the month of February be passed as read. C.U.

Cr. Zelinski that the Council approve raising Mr. J. E. Whitford's O. A. pension to \$20 per month. C.U.
Cr. Zelinski that the Council go on record as opposing the proposed assessment of this Municipality in 1938. C.U.

Cr. Zelinski that the sec'y notify all merchants and relief recipients that relief will be discontinued at the end of March. C.U.

Cr. Hagenson that the Hospital mill rate for the year 1938 be 1 1/4 mills. C.U.

Cr. Zelinski that the following be the rate of wages for the year 1938:

Per Hr. 8 Hrs.
Man and 4-horse team.....70c \$5.60
Single hand.....35c 2.80
Man and 2-horse team.....45c 3.60
Foreman, per day.....4.00
Road Drugging, per double mile 4.00
C.U.

Cr. Lison that Reeve Bradley and Sec'y Green be a committee to attend to all banking business. C.U.

Cr. Lison that the Councillors be remunerated at the rate of \$3.00 per diem and 10c per mile for every mile necessarily travelled in the execution of their duties. C.U.

Cr. Overbo that the following committees be formed for the year 1938:
Crs. from Divs. 1, 2 and 6 for east side, and Crs. from 3, 4 and 5 for west side of Municipality. C.U.

Cr. Lison that Sec'y Green be appointed assessor for the year 1938. C.U.

Cr. Hagenson that 60% of the current levy for Mun. taxation be apportioned for Public Works. C.U.

Cr. Zelinski that the weekly newspapers that have been supplied to the ratepayers be discontinued and that the sec'y inform the editors of the Community Press and the Viking News that the contract will terminate on April 1, 1938. C.U.

Cr. Candy that the matter of entering into a contract with the General Hospital be tabled until the next meeting. C.U.

Cr. Candy that the Council be and are hereby empowered to borrow from the Bank \$10,420.00 for School purposes and \$5,000.00 for Municipal purposes, and that the Reeve and the Sec'y are hereby empowered to sign notes and cheques on behalf of the Municipality. C.U.

Cr. Candy that the mill rate for School purposes be as under:
Killam School Division 10 mills.
Holden School Division 10 mills.
Metropolitan S. District 7 mills.
Coal Springs S. District 9 mills.
Batts School District 13 mills.
C.U.

Cr. Bradley that the N.W. 24-45-12 be rented to Mr. E. Lundlie for the year 1938 for the payment of the taxes thereon. C.U.

Cr. Bradley that the District take title to S.W. 6-45-10, w. 4th. C.U.
Cr. Lison that the application made by Mrs. R. Johnson for an increase in her relief be not granted, it being thought by the Council that Mrs. Johnson is able to do some work to supplement her relief. C.U.

Cr. Hagenson that bylaw No. 41 be passed its third reading. C.U.
Cr. Overbo that Council take title to S.E. 14-46-10, 4th. C.U.

Cr. Candy that Mr. J. Michelson be refunded \$32.40 on account of road work done in 1936, credit for which was given to the taxes of Mrs. Birkness. C.U.

Cr. Zelinski that no Seed Grain be issued by the District in the year 1938. C.U.

The following correspondence was read and tabled for the action of the secretary: Dept. re Seed Grain; Dept. re O.A.P. J. E. Whitford; Contract re General Hospital, Killam; R. A. Hospital, re accounts; General Hospital re accounts; applications for Seed Grain; Viking Hospital, re

assessment; Dept., re Grant for road work; Dr. Dobry, re anaesthetics; C. N. R., re gravel pit; R. Fuder, re relief; Mrs. Johnson, re relief; Dept., re N.W. 28-46-12, 4th.

Cr. Candy that the following bills be passed for payment:
Collections.

J. Michelson, labor	\$32.40
Killam Gen. Hosp., re Smutz	
Longard, Paul, Goldman	
Sunlight School, election	4.00
W. Boyd, Wilkinson, Belton	15.00
W. Comley, R.O.	25.70
D. Borthwick, D.R.O.	9.80
Overleigh S. House, election	4.00
R. & W., re Johnson, Hobson	
and Larson	22.50
J. Bayden, F. and M.	3.90
T. Overbo, F. & M. 1937	1.60
Mrs. Smutz, re Bingham	40.00
T. Severson, D.R.O.	11.30
S. Witton McMurray	10.00
L. Vernon School House, election	4.00
W. Ferries re Mrs. E. Whitford three months	22.50
R. & W. re Tufts	7.50
Cumberland, re Bingham	2.00
Cr. Hagenson that meeting adjourn till 10 a.m. Monday, April 4th, at Kinsella.	
B. H. GREEN, Sec'y-Treas., M. D. of Kinsella No. 424.	

PUBLIC SALE OF LANDS UNDER THE TAX RECOVERY ACT, 1929.

VILLAGE OF IRMA

NOTICE is hereby given that under the provisions of the Tax Recovery Act, 1929, the Village of Irma will offer for sale by public auction, at the village office, in the Village of Irma, Alberta, on Thursday, the 14th day of April, 1938, at 2 o'clock in the evening the following parcels of land:

Lots	Block	Plan
22 and 23	6	1560W

Each parcel will be offered for sale subject to a reserve bid, and subject to the reservations contained in the existing certificates of title. Terms, cash.

Redemption may be effected by the payment of the full amount of arrears of taxes and costs, at any time prior to the sale.

Dated at Irma, Alberta, this 16th day of March, 1938.

E. W. CARTER, Sec'y-Treas.

Social Credit Retains East Edmonton Seat

Victor in a three-cornered contest for the East Edmonton seat in the house of commons, Orvis A. Kennedy, 30-year-old Social Credit candidate and former hardware clerk, was elected with 9,920 votes out of a record-breaking total of 20,335 votes in Monday's by-election.

The count:
Kennedy, Social Credit.....9,920
Marshall, Liberal.....7,935
Cleveland, Conservative.....2,480

Mr. Kennedy had a plurality of 1,985 over his nearest competitor, R. C. Marshall, Liberal standard-bearer, and a plurality of 7,440 over his Conservative opponent, Walter Cleveland. Mr. Cleveland, with 2,480 votes, was the only candidate to forfeit his \$200 deposit. Mr. Kennedy's victory was signal for a wild demonstration in down-town Edmonton late Monday. As a result of the vote, Mr. Kennedy will occupy the seat in the federal parliament vacated through the recent death of Dr. W. S. Hall, Social Credit M.P. for East Edmonton, who won the seat in the 1935 general election.

KINSELLA KERNELS

Mrs. T. Berganski is spending a few days in Edmonton this week. Mr. and Mrs. Dean, of Viking, were guests at the home of Mr. and Mrs. Hemphill last Sunday.

Miss E. Nickel, having spent the past three months with her sister, Mrs. E. Ehlers, returned to her home south of Loughheed on Sunday. Mrs. B. Wichter won the woolen quilt raffled by the Kinsella W. I. Mr. C. Arkinstall spent last week in Edmonton.

Miss E. Watson, of Irma, spent Saturday visiting at Kinsella.

Mr. and Mrs. Phillips, of Holden, spent Sunday with Mr. and Mrs. F. Olsen.

EDMONTON'S POPULAR
Royal George and Leland Hotels
(Now being Completely Renovated)
offer
Comfort, Service and Courtesy
at
Rates to Suit Your Income
FREE BUS MEETS ALL TRAINS.

TRAVEL BY BUS!
— for —
Comfort, Courtesy, Economy
Leave Irma daily, going east, 8.10 p.m.
Leave Irma daily, going west, 8.15 a.m.
WEEK-END EXCURSIONS ON ALL LINES
Sunburst Motor Coaches Ltd.

Peterson's Garage
Massey-Harris Twin Power Pacemaker Tractors
ONE 8-FL. OUT-THROW DISC.
ONE 3-FURROW HORSE GANG PLOW, nearly new.
Enarco Oils and Greases
Batteries and Other Automobile Accessories
Goodyear Tires

Strawberry and Apple Jam. Per tin 39c
PUFFED WHEAT
In 1 1/2 bushel sacks..... **1.25**
This is the most economical way to buy puffed wheat.
VEGETABLES
Eat Vegetables for Health
1 Can Corn, 1 Can Peas, and 1 Can Tomatoes. All choice quality..... **3 tins for 30c**
Special..... **30c**
Men are like corks—some will pop the question—others have to be drawn out.

Delicious Apples
FANCY WRAPPED..... **1.98**
Only 25 Boxes at this price.
BUY YOURS QUICK!

ORANGES—Our Oranges are different, with thin skins and full of juice. Large size. **25c**
Per Dozen
GRAPE FRUIT—Same quality. Per Doz. **55c**

Men! Look at Our Gloves!
Heavy Grey Cotton..... **19c**
Per Pair
"Geo Trees" Black Colt Gloves—These are a superior work glove that will stand hard work. Per Pair..... **1.59**
Horse Hide Gloves—Soft chrome tan. Pair..... **1.25**
Good quality Horsehide Gloves. A Pair..... **85c**
Genuine Reindeer Gloves. Per Pair..... **1.49**

Double Rawhide Halters 1.15
Many Specials All Around the Store. Just Check these Over. It will Pay You!

Irma Trading Co.
ELFORD'S
IRMA ALBERTA
Happy is the mosquito that can pass the screen test.

Read the Ads in the Times

"Gee, Mom—this is good!"
THAT'S WHAT THEY SAY WHEN YOU SERVE...
dried or Pickled FISH
● ARE YOUR children fussy about food? Have they likes and dislikes? Give them Dried or Pickled Canadian Fish, fixed up in one of the tasty dishes that can be made with this food. You can get such Dried Fish as Cod, Haddock, Hake, Cusk and Pollock, and such Pickled Fish as Herring, Mackerel and Alewives, no matter how far you live from open water. It comes to you in perfect condition, every bit of its flavour retained for your enjoyment. It's grand for the family's health... fish contains the proteins and minerals that help build sturdy bodies... it's economical, too. Serve fish more often... for the health and nourishment of the family.
DEPARTMENT OF FISHERIES, OTTAWA.
Ladies! WRITE FOR FREE BOOKLET.
Department of Fisheries, Ottawa. Please send me your free 52-page Booklet, "Any Day a Fish Day", containing 100 delightful and economical Fish Recipes.
Name.....
Address.....
ANY DAY A FISH DAY

Chantecler CIGARETTE PAPERS

The Double Automatic Booklet is handier and keeps every paper fresh and clean—



DOUBLE
AUTOMATIC
BOOKLET

5¢

The Value Of Advertising

Advertising has been from time to time, and still is occasionally, the target for indictments and charges levelled at it, usually with little or no foundation for the allegations, and generally launched by the type of person who is prone to erect a straw man for the pleasure of knocking it down or by those who have no knowledge of the subject.

One of the allegations heard against advertising is that it is misleading and sometimes downright untruthful. This is the harshest kind of criticism, and it can be admitted that occasionally some advertising falls within this category, but it is rare and for obvious reasons. In the first place this class of advertising is as detrimental to the interests of the advertiser as it is to the purchaser and as a result it defeats its own object. For instead of creating business it speedily destroys it and that is the last thing that legitimate business wants. In the second place, no reputable advertising medium—be it daily or weekly press, magazine or radio will knowingly accept false advertising, because in so doing it destroys its own value as a medium. Without taking the question of ethics into consideration at all, it is an economic hazard which few advertising media are willing to accept for the sake of temporary, paltry gain.

Thus, it may be taken for granted, that the great bulk of advertising which comes within the ken of the average consumer is truthful and does not misrepresent the commodities or services which it desires to sell, and that the more regular frequency with which advertising appears, the more unimpeachable are the statements which such advertising makes about the product it offers. Further, the more reputable the medium, the less is the likelihood that it will offend in this regard. With reputable media, and particularly in this case of the weekly newspaper, accuracy and fairness of the advertising it carries is regarded as important as the accuracy and fairness of the statements made in its other departments.

Far From The Truth

One of the commonly heard charges against advertising is that it increases the costs of commodities to the purchasers, and particularly in this allegation levelled against national advertising. References are sometimes made to the substantial appropriations set aside by manufacturers or distributors of commodities sold on large scale over a great area as an argument that such expense increases the cost to the consumer.

Nothing is farther from the truth than such statements. On the contrary, experience has shown that large scale advertising, provided it is judiciously placed so that it will be drawn to the attention of the market, or the potential market in attractive and compelling form has exactly the opposite effect.

Truthful advertising, properly placed and distributed on a scale commensurate with potential sales, has had in the past and will in the future, the effect of reducing the cost to the consumer; because increased demand invariably brings the opportunity for massed production and in its turn enables costs to be scaled down and concurrent with that, affords opportunity to improve the product or the service as the case may be. It is axiomatic in industry that the greater the sales, the less the cost of production, and volume of sales is promoted by wise advertising.

Plenty Of Authority

There is much authority for the truth of this assertion. One has only to look around for overwhelming examples—the automobile industry for instance. The principle is recognized by no less an authority than the Encyclopedia Britannica which, as was pointed out recently by an advertising expert addressing a service club in one of the western cities, gives the following as three effects of advertising: (1) Lowers cost of production because of increased volume; (2) Decreases cost of selling; (3) Lowers price to consumer, thereby raising the standard of living.

"One severe critic of advertising," said this same speaker, "was asked to estimate the proportionate amount of money spent to advertise a well-known breakfast food that retailed at 15 cents a package. He gave what he considered to be a conservative estimate of two cents a package. Actually it worked out at three tenths of one cent per package. Little as that is, however, even that does not represent an additional cost to the consumer."

A Guarantee Of Quality

Not only is a substantial advertising program a step towards reduction of price of the product, but it is also a guarantee of the quality, for no manufacturer is going to expend a substantial sum in advertising his product unless he has the expectation that in so doing he will induce customers to buy again and he cannot get the good-will necessary for repeat orders unless he gives good value for the money.

So that generally speaking it can be stated that advertising is beneficial all round. It benefits the vendor of good commodities for it enables him to increase his volume of sales; it benefits the medium through which the advertising is disseminated in production of revenues and above all, it benefits the consumer by reducing the costs of commodities and widening the standard of living.

Take Your Choice

"What shall we name the baby?" asked the Brooklyn Public Library, which announced it has 560,000 names on file for just such an emergency. Examples are Cello, Earline, Hominius, Glamouren, Nervertia, Shulamith, Zipperath, and Flimptz.

Trans-Atlantic airplane flights in six hours are envisioned. Just time enough for tea and a glance at the sea.

Taste Was Inherited

"Your daughter has a fine touch, Mrs. Murphy," remarked a friend, listening to Miss Murphy playing the piano.

"Yes, so they be tellin' me," replied Mrs. Murphy, "an shure, 'tis no wonder, for she loves the pianny and niver tires of it; she has a 'great taste' for music, but thin that's only nat'ral, for her gran'father had his skull broke wid a cornet at a time-pance picnic."

FLIN FLON

"The Story of Its Finding and Position To-day"

By PRATT KUHN

While at Island Falls I found that Jeff Hunt-Haw was coming back go up to Rocky Falls on Reindeer Lake, another 60 miles away, so I went there, as men and supplies were being down in from Island Falls to erect cribbing baffle dams restraining the water from Reindeer Lake (which is a mere 175 miles long, 40 miles wide, but averaging five miles and in some places 800 feet deep and an area of 2,300 square miles) from rushing down Reindeer River into the Churchill and thus to the power plant at Island Falls.

About 40 men were on the job, just starting. They and their machinery and supplies had all been flown in and the engineer in charge was O. L. Flanigan of Toronto for the Fraser Brace Co.

Here I met the famous flying trapper of the early days, Del Simons, who now lives at Island Falls with his family. He is in charge of cruising and is a magnificent man of 200 odd pounds and about six feet tall.

Six miles from Rocky Falls there's still a Hudson Bay Post on an island, and fur trading is carried on with the Indians and trappers.

I was told there's a flyer named Turnbull from Flin Flon, who is commercially fishing this lake and he takes out whitefish four to 15 pounds, trout up to 40 pounds, pickerel, grayling, herring and sturgeon. Reindeer Lake, by the way, is the natural water route from The Pas.

I joshed the cook because I told him that all he had to do now was heat water for tea or coffee and wash up. This is literally true, because here's the food brands I found in his supply tent, and they're all of the best too:

Clark's Pork and Beans
Heinz Baked Beans
Campbell's Tomato, Vegetable and Macaroni
Scups
Shamrock Pure Pork Sausage
Grade A Eggs
Libby's Dill Pickles
Raymore Mixed Pickles (Wpg.)
Aylmer Golden Waxed Beans
Burn's Bakeaway Shortening
Security Creamery Butter
Maxwell House Coffee
Blue Ribbon Tea
Fry's Cocoa
Pacific Evaporated Irradiated Milk
Klim
Nabob Spices
Dr. Jackson's Roman Meal
Shredded Wheat
Grape Nuts
Kellogg's Corn Flakes
Minute Tapioca
Aunt Jemima Pancake Flour
Aylmer's Eirelitt Pears
Del Monte Prunes
Quick Quaker Oats
Robin Hood Flour
Robin Hood Yellow Corn Meal
Maggi Baking Powder
New Brand Soda
Godrich Iodized Salt
B.C. (Rogers) Sugar
Kleen's Mustard
Bread from Flin Flon Bakery.

Not Natural Allies

Partnership Between Italy And Germany Anything But Secure

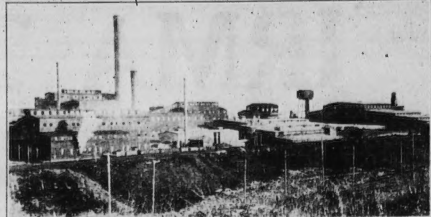
It has long been evident that the chief importance of the "Rome-Berlin axis" was its nuisance value. The two nations at the opposite ends of that axis are not natural allies. To be sure, both are dictatorships. Both are Fascist States, though their Fascism is of a different vintage. And both are dissatisfied with the Treaty of Versailles. On these common traits and this mutual resentment they based their partnership. But it is a partnership which has never concealed the fact that what Italy fears most of everything (and with good reason) is a powerful Germany reaching down through Austria to the Brenner Pass, and that what Germany wants most of everything (and plainly intends to have, if she can get it) is an expansion to the east and south which Italy is bound to resist because of her own ambitions and pretensions in that quarter of the world. The partnership, therefore, is the uneasy partnership of two colleagues who suspect each other's motives. Yet so long as the partnership is kept alive, so long as the two nations maintain an appearance of solidarity, so long as the rest of Europe fears that their armed forces may one day be used together, the "Rome-Berlin axis" has an importance in European diplomacy which far exceeds the measure of its real inherent tensile strength.

—New York Times.

Many Varieties Of Plants
A recent census taken in Boston showed that Harvard University's Arnold Arboretum, one of the biggest botanical gardens in the world, now has 6,500 varieties of living plants under cultivation. A magnet for townsfolk and tourists, the Arboretum has been visited by as many as 40,000 persons in a day.

The rim of the balance wheel in a watch travels as much as 10 miles a day.

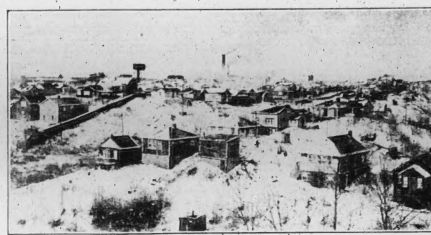
Trouble is a lot of fun and fun is a lot of trouble.



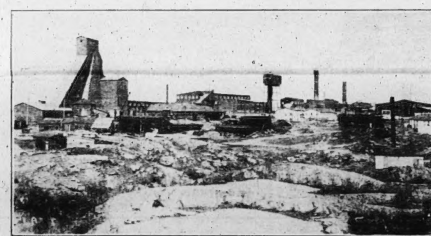
From the town of Flin Flon, Manitoba, the Flin Flon mine plant looks like this in 1937.



Flin Flon mine plant and town taken from an airplane, 1937. Compare this with original camp views.



How do you like the paved streets? This is a winter scene in the Callinan Hill section of Flin Flon, Manitoba.



Another view of the Hudson Bay Mining and Smelting Co., Ltd., plant at Flin Flon mine in Manitoba.

Operation Was Success

Boy Is Able To See With Eye Which Was Grafted

Frank Chabina got up "real early" because he had a lot of "lookin' around" to do with his new left eye—the eye given to him by a farmer. The 19-year-old Louisiana farm boy's new eye registers the mass and shadow of objects seen at a distance, such as skyscrapers. His right eye is "100 per cent."

"In three or four months the new one will be three-fourths okay," he said.

Frank owes the fact that he can see at all with the left eye to John Wesley Amos, 68-year-old tenant farmer of St. Joseph, La., to whom it used to belong. Amos gave up his eye that his young friend might see. The grafting operation, said to be the first of its kind, was performed by Dr. George Hart in Charity Hospital, New Orleans, last Dec. 8.

A Real Old Timer

Seven employees of the Lincoln, Nebraska, Journal have been with that newspaper for a total of 398 years. What other printing or publishing plant in the country can put up seven men with an equal record? The man working the shortest length of time was on the job for 50 years, but the real old-timer is credited with 64 years.

Morning glories wind against the sun, from left to right; hop vines with the sun, from right to left.

FREE CHART

RAYMAR, Canada's Famous
Advises on human problems, will send a "Character and Personality Chart" free to anyone who writes him. The charting fee is made ready to return.

MASON'S 49 COLD REMEDY
and is available for a limited time only. Write today, enclosing a self-addressed stamped envelope and your best address.

Address—Raymar,
18 MACARTHUR ST., TORONTO, CANADA

**AVOID NEEDLESS CHANCES
PROVED WAY
TO TREAT COLDS**

Doubly proved—in world's largest cold-clinic and by everyday use in more homes than any other medication of its kind. No "doing." Just massage VapoRub on throat, chest, and back at bedtime. Relief begins almost at once. And long after sleep comes, VapoRub keeps right on working. Its poultice-and-vapor action loosens phlegm, relieves irritation and coughing, helps break local congestion. Often, by morning the worst of the cold is over.

VICKS VAPORUB

Ultra-Violet Light

Purifies The Air And Prevents A Person From Catching Cold

A new lamp whose beams protect a person against catching the other fellow's cold was announced at a meeting of the American Institute, New York's oldest scientific society.

The first installation is at the teller's window of the Lafayette Bank and Trust Company at Suffern, N.Y. It was described as the culmination of 10 years' search for a form of ultra-violet light to purify air and all that man touches, without hurting his eyes.

In the bank window the beams form a curtain of bluish light falling from a long horizontal overhead tube of mercury vapor. The curtain lies between teller and customer. Breaths are instantly sterilized. The light kills bacteria in less than a second.

The rays also kill germs on the upper surfaces of hands passing money through the window. They even kill the germs on the exposed side of the money.

This kill of the germs carried by touch is, for most of the infectious diseases, more important than sterilizing the air. The new light has been in the Suffern bank a month. In that time, officials said, no irritation of eyes has been noticed.

Derryl Hart, M.D., surgeon-in-chief of Duke Hospital, Durham, N.C., said the beams completely free the air of germs around a patient on the operating table.

Shillings are in constant demand in England. There are 1,060,000 coin gas meters in greater London alone and these may hold as many as 30 shillings each before they are emptied once every two months.

The number of convicts in England decreased from 50,000 to 6,000 during the reign of Queen Victoria.

Canned cheese is now included in United States army provision.

for COLDS

Head Colds! Heat Minard's and inhale it. Chest Colds and Sore Throat! Heat, then rub well into affected parts. Real relief... quickly!

MINARD'S "KING OF PAIN" LINIMENT

STOP Scratching

RELIEVE ITCHING IN A Minute
Even the most stubborn itching of eczema, blotches, rashes, athlete's foot, mules and other skin eruptions, quickly yields to Dr. Deming's relief, antipruritic, and O. D. PRESCRIPTION. Its action is on the irritated skin. Clear, granulation and staining fast. Stop the most vicious itching instantly. A size trial bottle, at drug stores, proves it—no money back. Ask for O. D. PRESCRIPTION. 28

PATENTS

AN OFFER TO EVERY INVENTOR.
List of inventions and full information sent free. THE RAMSAY COMPANY, Registered Patent Attorneys, 271 Bank Street, Ottawa, Canada.

OVERHEARD AT THE BRIDGE PARTY...

I WRAP ALL MY LEFT-OVERS IN PARA-SANI... IT KEEPS THEM SO FRESH... I NEVER WASTE A THING!

MADE IN CANADA

HEAVY WAXED PAPER

PARA-SANI Heavy WAXED PAPER

APPLEFORD WAREHOUSES AT WINNIPEG - REGINA - SASKATOON - CALGARY - EDMONTON

For Real Economy - Better Flavour

PURTY FLOUR

Best for all your Baking

PF337

2 Steps in Fighting Discomfort of COLDS



No family need neglect even minor colds.

Here is what to do: Take two "Aspirin" tablets when you feel a cold coming on—with a full glass of water. Then repeat, if necessary, according to directions in each package. Relief comes rapidly.

The "Aspirin" method of relief is the way many doctors now approve. You take "Aspirin" for relief—then if you are not improved promptly, you call the family doctor.

Aspirin tablets are made in Canada. "Aspirin" is the registered trademark of the Bayer Company, Limited, of Windsor, Ontario, Look for the name Bayer in the form of a cross on every label.

Demand and Get "ASPIRIN"

MADE IN CANADA

WHAT HO!

By — RICHARD CONNELL

By Arrangement With Thomas Allen, Publisher, Toronto.

CHAPTER VII.—Continued

"Oh, dear, oh, dear," said the earl, with a stricken look. "I believe I did mention a few things to old Bumpy Beddington in the club. Completely forgot they call him the 'Wireless Duke' because telling him anything is equivalent to broadcasting it. I'm truly most extraordinarily sorry, Ernest."

"Oh, it doesn't matter," said Ernest, and the thought that the circulation of London papers in rural Iowa is infinitesimal comforted him.

Crump announced that Captain Duff-Hooper was calling. The captain snatched in, looking very smart and superior in his dinner outfit. He greeted Rosa and the earl cordially, but his nod to Ernest was right out of the refrigerator.

"Dribble of coffee, Esme?" asked the earl.

"No, thanks."

"Scotch and splash, then?"

"Righto. Thanks."

"Ernest," said the earl, "has very kindly consented to allow the Hunt Ball to be held here."

"Decent of him," said the earl, "Esme will mount you," said the earl to Ernest.

"Mount me?"

"Don't look so alarmed, my boy," said the earl. "I use the term in the hunting, not the taxidermy sense."

"You'll find Fin McCool a headstrong brute, Bingley," said the captain. "I had him out to-day. He's deuced erratic at taking walls, though not half bad at hedges and brooks. But he has lots of life and fire in him, and you'll enjoy riding him, I know."

Captain Duff-Hooper's chiselled features were not a field on which emotions played; but Ernest thought he detected in the captain's eye a glint which could only be described as malicious.

"Thank you, Captain," Ernest said. "But I think I won't go fox-hunting. I have no shot-gun."

Emotion did visit the face of Duff-Hooper then. Black and honed showed there. The man who awoke to find tarantulas nesting in his beard was not more appalled than the captain at that moment.

"Come now, Ernest," said the earl. "You must not spoof Esme about fox-hunting. It's his religion, you know."

"I do hope you'll be with us on the hunt, Ernest," Rosa said.

"Are you hunting, Rosa?" he asked.

"Of course."

"Girl hasn't missed a meet since she was nine," said the earl. "And I've missed only three or four in forty years. One of them was three years ago when poor Gerald Mumford broke his neck at Lester's Wall; and last year I was laid up with a

cracked collar-bone I got at the same spot."

"I think I won't hunt this year," said Crump. "Next year perhaps."

"Ah, too bad," said the captain's lips; but his eyes said "I thought so."

"Sorry I must stay on the sidelines," said Ernest. "But I've no proper riding clothes with me, you know."

Crump, who had come in to clear away the coffee cups, spoke up.

"Beg pardon, Mr. Bingley," the butler said "but may I offer a suggestion?"

"Do, Crump."

"It so happens," said Crump, "that various gentlemen have presented me with articles of wearing apparel. I've quite a collection, sir, including some pink coats, boots and so on, which I personally, do not wear. Would you mind standing up, sir?"

Ernest stood up, loathing the helpful Crump. The butler ray an appraising eye over Ernest's shape and dimensions.

"I think I've just the thing," Crump said. "You and Lord Chid-east are about of a size."

"Thank you, Crump," said Ernest. "But I feel sure his lordship would object to my wearing his clothes."

"Oh, no, sir. Not he," said Crump. "He'll never need them. He'll never hunt again, poor young gentleman. Since his mishap at Lester's Wall he has been confined in a sanatorium, sir."

"Tricky jump that," said Captain Duff-Hooper. "Why, I almost came a-cropper there myself to-day. Fin McCool refused."

Ernest Bingley felt a strong desire to follow Fin McCool's example; but the look in the captain's eyes touched the same spring that men like the captain had touched in Ernest's revolutionary war ancestors.

"Please bring the clothes to my room tomorrow, Crump," said Ernest.

"Very good, sir."

"I hope they fit," said Lady Rosa.

"I hope so, too," said Ernest, and the angels chuckled up a lie against him.

"Fin McCool will be ready for you, Bingley," said the captain.

"And I'll be ready for Fin McCool," said Ernest.

After all, he thought, luck had been with him so far. He would trust once more to that capricious goddess. A fortnight is two weeks, and surely, he thought, in fourteen days he could invent a plausible alibi.

"As it's to date to go to a cinema, I shall go to bed," the earl said. And off he went.

Captain Duff-Hooper looked meaningfully at Ernest, but Ernest did not take the hint. After a desultory conversation, enjoyed by none of the trio, the captain departed, cracking his knuckles as he went.

"I'm glad you're hunting with us, Ernest," Rosa said. "A respect for good housemanship has been bred in me. I don't think I could ever be more interested in a man who didn't like horses and riding."

"I love horses," Ernest said.

"Crazy about them."

"I'm so glad."

"Why?"

"Suppose you go up to your room, get a paper and pencil, and try to figure out the answer," Rosa said.

She had said good night and was gone before Ernest could rally from the impact of her words.

"Golly!" he said. "Golly! Can she mean—oh, shucks, of course she can't. I guess I've really gone cuckoo, imagining things like that. But the way she looked at me just now! Golly!"

He went up to bed and stumbled over only two objects on the way there.

CHAPTER VIII.

Fourteen days are a long time when you are in jail, and a short time when you are in love.

They zipped by Ernest Bingley like motorcycle racers on a half-mile track. Sometimes, in those analytical moments which come to a man

just before he falls asleep, or those depressed moments which come just after he wakes up, Ernest felt that he was living in a fool's paradise.

He was certain about the paradise part of it, in any event, as he explored the charms of the English countryside, often with Lady Rosa as his guide and companion, or investigated the castle, his castle, stone by stone. The whole world, he said to himself, is a fool's paradise; and the real fool is the one who does not enjoy it while he can. So, pursuing this opportunist philosophy, he snapped his fingers at the future, squelched upstart worries about Fin McCool, the danger of exposure, Lester's Wall, his finances, the ogre Punder, and the other thorns on his rose.

He was in an excited frame of mind as he set out for a walk on a golden, sparkling morning. Behind him loomed Bingley Castle, to-day a seething cauldron, for it was the day before the hunt, and guests, servants, and an avalanche of luggage had begun to pour into the historic pile.

Haughty, hooded horses were arriving in vans, and the stable-yard swarmed with bow-legged grooms in stocks and gaiters, talking knowingly of matters equine.

It was not pleasure alone, nor the need of exercise that sent Ernest at a steady pace over hill and dale for a good four miles. He had a purpose, a mission.

On a previous ramble he had spied a fox entering its den in a copse not far from that ill-omened barrier, Lester's Wall. Ernest, hidden behind a bush, had watched the goings and comings of the graceful creature for an hour. His goal now was this lair, and his intention was to wait the fox to stray at home on the morrow, or, since there seemed to be no feasible way of conveying to the doemed animal the tip that some seven hundred and humans were going to gang up on it, Ernest hoped he could scare it and cause it to flee to some safe and distant spot.

He reached Lester's Wall, which, or so it seemed to him, was notched like a desperado's gun, with a hoof-nick for each hunter who had come to grief attempting to jump it. He counted sixteen sinister nicks, and shuddered with each nick. The prospect that he might shortly find himself charging full tilt at it on the contumacious Fin McCool added nothing to his peace of mind. Then and there he resolved that he was not going to be the maker of the seventeenth nick.

The ancient problem: what would you do if you had a lion by the tail, hang on or let go, seemed kinder, given stuff to Ernest as he surveyed his own situation. To refuse to ride meant being branded as a saffron quitter. He did not care what Captain Duff-Hooper might think of him, but what Rosa Bingley might think of him seemed to Ernest the most important thing in the world. If he didn't ride he risked a broken heart, if he did ride he risked a broken neck.

He had considered a dozen schemes for extricating himself from his onerous predicament but they all seemed as full of holes as a tennis-net. An astigmatic one-eyed moron could see through the ruse of being called to London on urgent business, he reflected. Besides it meant leaving his dearly-bought paradise for two days. He decided that, as a last resort, he could plead a sudden attack of illness, some mysterious American ailment like delayed sickness, and, artist that he was, he planned to eat a catapillar or two so that his malingerer would not look in verisimilitude.

(To Be Continued.)

People on the Pacific coast are at last getting an answer to that old question, "Where do the salmon go?" It seems that they go into a floating Japanese salmon cannery.

A corn-husking machine can husk over 70 bushels an hour, which is way ahead of the record of champion huskers.

HEALTHY CHILDREN are Happy CHILDREN



CHILDREN of all ages thrive on "CROWN BRAND" CORN SYRUP. They never tire of its delicious flavor and it really is so good for them—so give the children "CROWN BRAND" every day.

Leading physicians pronounce "CROWN BRAND" CORN SYRUP a most satisfactory carbohydrate to use as a milk modifier in the feeding of tiny infants and as an energy producing food for growing children.

THE FAMOUS ENERGY FOOD EDWARDS BROS. CROWN BRAND CORN SYRUP THE CANADA STARCH Company Limited

Something Really New

Girl In Montreal Received Fried Egg For Valentine

Love has many languages. There is the language of the sweet nothings, of coos and kisses and baby talk. There is the language of the eyes. Crooners on the radio and in the movies, marmur for lovers in still another tongue. There is the old-fashioned language of flowers, each bloom carrying its message, and the language of postage stamps—if the stamp is stuck upside down on the envelope it means one thing—kinky, corned, something else, and so on.

Queerest of all love languages is the one which came to light on St. Valentine's Day, when a swain in a New England town wanted to send an affectionate greeting to his sweetheart in Montreal. It is the language of the egg.

This original lover sent a message, order to the Canadian National Telegraphs to cover the cost of a telegram and the delivery of one fried egg.

It seemed mad to the telegraph people, but they are used to handling strange communications and they were not to be stumped. The egg was bought, a restaurant fried it and the telegraph messenger started out with his precious message. He peddled his bicycle as rapidly as his fearfulness would allow, balancing the egg in one hand, and delivered it unbroken and sunny-side up.

What its significance was no one knew but the delighted girl who received the valentine and the lover who sent it.

New Piano Invention

Musician Can Play Scale Of Octaves With One Hand

Appearing with the Toronto symphony orchestra, Miss Winifred Christie, Scottish pianist, played a new type of piano with two keyboards, an invention of Emanuel Moor, on which two octaves can be played with one hand. Moor's piano, fitted with a coupling pedal, is capable of several other easements for the fingers of the pianist, Miss Christie said. For example, she pressed the coupling pedal joining the upper keyboard to the lower, and instead of a scale of single notes played with her right hand, by striking single keys she produced a scale of octaves.

Mrs. de Gass: I was outspoken in my sentiments at the club to-day.

Mrs. de Gass (with look of astonishment): I can't believe it, my dear. Who outspoke you?

Allspice is the dried, unripe fruit of the pimento tree.

A Profitable Industry

New Brunswick Has Largest Fox Ranch In British Empire

In 25 years the fox breeding industry has transformed the Westmorland County community of Salisbury, New Brunswick, from a drab hamlet into a bustling village where per capita wealth is greater perhaps than in any other rural part of New Brunswick.

The 25-mile radius around Moncton, a district including Salisbury, is said to contain more foxes than any other area of similar size in the world. In this district is the largest fox ranch in the British Empire, that of F. M. Colpitts, M.L.A., who pelts from 3,000 to 4,000 silver black each year.

Years ago a good silver black fox pelt sold for \$2,500. Business girls could only dream of owning a silver fox neckpiece. Now they can buy one. Wealthy women who used to have fox scarves now have full-length wraps made from matched pelts.

Ranchers who once produced only a few pelts have so multiplied production that a silver black scarf is no longer a luxury worth its weight in gold. Instead it is within the scope of the average woman's pocketbook, although no less beautiful than before.

The industry has settled down to a steady basis. Prices remain much the same from year to year and offer good profits to efficient ranchers who have enough scale to carry their overhead. These breeders cannot afford during the depression.

The Colpitts' ranch has its own private factory where biscuits are manufactured for the animals. Rabbits for feed are bought in carload lots. Scientific feeding and handling have supplanted hit-or-miss method of 20 years ago when a man paid a small fortune for a pair of breeders and either went broke or became wealthy.

Canada's Major Oil Field

British Empire Has A New Source Of Oil In The Turner Valley

Canada's Major Oil Field was the subject of an illustrated lecture by Dr. G. S. Hume of the Geological Survey, Department of Mines and Resources, to an audience at the National Museum at Ottawa.

Dr. Hume said oil was one of our vital resources, as it was used to turn the wheels of the world. The British Empire had a new oil field in Turner Valley, Alberta. After 23 years of exploration, the field was found to be rich in oil and gas, with much production of natural gas and naphtha, crude oil was produced in June, 1936, when the Turner Valley Royalties well was drilled. The new well had an initial flow of 850 barrels a day. This encouraged additional drilling, with the result that Turner Valley has now a potential production per day of 30,000 barrels of high grade oil, particularly suited for the making of gasoline.

At the conclusion of the lecture, the film, "Canada's Major Oil Field," was shown. This film was taken by Dr. Hume last summer, and shows the various steps in the location, drilling and production of oil in Turner Valley.

First Grade Fir Timber

B.C. Supply Will Soon Be Exhausted State Forestry Officials

Every few days one or other of the up-Island ports reports the departure of a deep-sea freighter loaded with our best fir logs, going out of the country as unmanufactured timber to supply raw material for mills and labor in foreign countries. This export is at the expense of our own industry and labor. It is proceeding while our forestry officials are warning that we have only a dozen years' supply of first-grade fir timber left.

—Victoria Daily Times.

Need Building-Up?

WHEN you feel out-of-sorts, when you're no appetite, or stomach gives trouble, with gas or acid indigestion, why not try Dr. Pierce's Golden Medical Discovery?

Read what Mrs. Chas. Manning, 149 Welling Ave., St. Catharines, Ont., said: "Some time ago I was very pale and thin, and I felt tired and worn-out most of the time. I never cared to eat and sleep didn't seem to refresh me. I decided to try Dr. Pierce's Golden Medical Discovery and my appetite was much better. I gained weight and strength, had more color in my cheeks and I perfectly feel in every respect." Said by druggists, 50¢ in every respect. Sold by druggists, 50¢ and \$1.35.

"I had to fire an old employee to-day. I felt sorry—but sentiment has no place in your business."

"What is your business, may I ask?"

"Oh, I manufacture all sorts of holiday and greeting cards."

The Japanese oban is the largest coin in the world. It measures five inches across and weighs about four ounces.

2246

LISTEN...
on Friday Night
"CANADA-1938"
IMPERIAL TOBACCO'S
INSPIRING PROGRAM
EVERY FRIDAY NIGHT
On a National
Coast to Coast Network

Another Wonderful Cave

Accidentally Discovered In New Mexico By Sheep Rancher

Discovery of a magnificent limestone cavern, with one vaulted chamber more than three miles long, has been reported at Carlsbad, New Mexico.

The great cave, said R. P. Burnett, curator of the Carlsbad Museum, rivals in beauty the famed Carlsbad Cavern near by and may be the largest in the world.

Carlsbad Cavern and another near Mexico City now vie for the title of the world's biggest "hole in the ground." Neither has been explored thoroughly.

Mr. Burnett led a small party of explorers through the tiny, hidden entrance, deep in the Guadalupe Mountain, twelve miles south of Carlsbad Cavern.

They found themselves in an immense underground room 700 feet wide and with a ceiling so high it could not be seen, even by the aid of powerful flashlights.

The party pushed on for six hours, covering an estimated three miles. Only when the chamber made a sharp curve did they turn back, fearing that they might become lost in the labyrinth.

Huge, snow-white, stalagmites, larger even than the 100-foot monoliths of Carlsbad Cavern, dotted the floor. Ancient Indian pottery and the bones of deer gave evidence that the cave once had been used for human occupancy.

Tom Tucker, a sheep rancher, stumbled onto the cave's entrance, 700 feet up the steep side of a mountain and concealed by a jutting rock.

Bridge Builder

Man Who Originated Vertical Lift Bridge Dies In New York

Dr. John Alexander Low Waddell, 84, engineering authority, credited with originating the modern vertical lift bridge, died in his New York apartment after a short illness. He was born at Port Hope, Ont.

Dr. Waddell designed and constructed more than 70 lift bridges in this country and abroad. He was decorated by the Chinese, Italian, Japanese and Russian governments.

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2246

JOYS AND GLOOMS

BAH! TOO MUCH HAPPINESS!

HE'S RIGHT! COME ON, GLOOMS, KILL THOSE JOYS!

STOP SCREECHING THAT FILE! YOU'LL DRIVE ME CRAZY! I'VE SHOWN THE SNOW OUT OF THIS DRIVEWAY!

MURRAY FOR GLOOMS! DOWN JOYS!

MY GOODNESS, BINGEY! YOU'RE CROSS AND CRANKY!

IT'S NO WONDER! I HAVEN'T HAD A GOOD NIGHT'S SLEEP IN A WEEK!

WELL, IF YOU CUT OUT TEA AND COFFEE AND SWEET DOCTORS AND DOCTORS, YOU'D SLEEP BETTER!

OH, ALL RIGHT, I'LL TRY IT!

COME ON, SON—IT'S RACE YOU TO THAT BIG PINE TREE!

HE SLEEPS LIKE A TOP! NEVER SINCE HE SWITCHED TO POSTUM! AND HE FEELS GREAT!

30 DAYS LATER

YOUR MONEY BACK... IF SWITCHING TO POSTUM DOESN'T HELP YOU!

MANY PEOPLE can safely drink tea and coffee. Many others—and all children—should never drink them. If you are one of these, try Postum's 30-day test. Buy Postum and drink it instead of tea and coffee for one month. Then, if you do not feel better, return the Postum container top to General Foods, Limited, Cobourg, Ontario, and we'll refund full purchase price, plus postage. Postum is delicious, economical, easy to prepare, and contains no caffeine.

DON'T BE A GLOOM... DRINK POSTUM!

WE OWE YOU MONEY

Payable in CASH—ON DEMAND

If yours is one of the 4,740,000 accounts in which people have dollars on deposit in Canada's chartered banks, your bank owes you money.

That money does not belong to The People, the government, the nation, or to your neighbour. It is YOURS.

If you are a savings depositor, the bank, in addition to providing safety, pays you interest on YOUR MONEY just as a borrower pays interest to the bank, for

WHAT IS A BANK?—It is an institution organized to receive deposits and to make loans; that is the mechanical description. But it is a much more human place than that; it means much more to YOU.

Your bank is a place where you can deposit money for your self and your family, with every assurance that you can get it back whenever you call for it—in full and with interest.

The bank's books show your deposit as a sum of money that you own to your bank. When you ask for it—a liability of the bank.

Your bank is, too, a place where persons worthy of credit may borrow for business or other legitimate purposes.

The borrower must be worthy. By worthy, we mean that because of his record for honesty and integrity, his business ability, and the things he owns, he may be counted on with reasonable certainty to be willing and able to repay. We MUST know that he is a "good risk," for we MUST keep YOUR deposit and those of all other depositors SAFE, against the day you call for what WE OWE YOU.

As a depositor, you are our creditor; we have to be prepared to pay you in full. Therefore we must do our utmost to collect in full as much as we loan, plus our costs of operation.

We pay interest for deposits and charge interest on loans. You will be surprised when we tell you the range of our costs, the smallness of our margin of profit.

Bank deposits are the money of certain people—not "The People." There is the substance of Canadian banking as plain as a pikestaff. You have known it for a long time; you can let others know just when money it is they speak of, when they talk about the community's claim to bank deposits.

More than 4,700,000 people in Canada—equal to more than 42 per cent. of Canada's population—have "money in the bank." Deposits lodged with Canada's chartered banks. Of these no fewer than 4,084,000 are savings

depositors receiving interest on their money.

Canada's chartered banks have paid over \$397,000,000 in interest on deposits in the last ten fiscal years.

Savings of the Canadian people, deposited in the chartered banks, now total nearly \$1,584,000,000—the average savings deposit being \$387.

There are about 660,000 current accounts of individuals and corporations totalling \$679,000,000 in Canada's chartered banks.

It takes the equivalent of nearly three average savings accounts to make one loan of \$1,000.

And it takes the net profits, over and above the costs of doing business, on scores of loans of \$1,000 each for a year, to make up the loss of one single loan of \$1,000.

This shows what care the banks must take in lending, if the depositors' funds are to be safeguarded, for the net profits of banks are less than one-half of one per cent. on their total assets.

Without deposits a bank could not long continue in business. YOUR MONEY remains on deposit in the bank ONLY AT YOUR WILL; and if you think the bank is lending recklessly, you will draw it out.

The bank must always keep itself in a position to pay you your deposit, in full, in cash, whenever you choose to call for it.

Canada's chartered banks realize that the establishing of your home, the happiness of your family, the education of your sons and daughters, their start in life, their progress in business, your provisions for a rainy day, your peace of mind in the twilight of life, may depend largely upon this money—money you have deposited in a bank—money YOUR BANK OWES TO YOU.

THE CHARTERED BANKS OF CANADA

Your local branch bank manager will be glad to talk banking with you. He will be glad to answer your questions, from the standpoint of his own experience. The next article in this series will appear in this newspaper. Watch for it.

Edmonton Circuit Luther League Hold Convention

The Luther League of the Edmonton Circuit held its first convention March 11-12-13, 1938, at Ryley, Alta. The theme for the convention was "United for Service" Rom. 15:6-6. At the opening session Friday evening Rev. C. Lystig, Edmonton, spoke on the topic, "Unity God's Gift." God has work for each one of us to do. The business meeting Saturday morning opened with B. Larsen, president, in the chair. A joint Bible Camp of the Edmonton and Camrose Circuits at Lake Hastings was discussed. The locals were urged to continue their support for International Project.

Saturday afternoon Rev. I. Saugen, Calgary, spoke on "Uniform Organization." He stated that the purpose of organization is to gather individuals into a working force. The purpose of our Luther League is to build the Kingdom of God in the hearts of men.

Saturday evening the topic "Uniform Purpose," was given by Rev. Dahl Meiseth, Glendon, Alberta. The purpose of our Luther League should be to glorify God. We must win and hold our young people for Christ. "Socials in the League" was the topic given by Miss Tilda Holm, Edmonton. It was brought forth

clearly that as Christian young people we must not take part in anything that will injure body, mind or soul.

Sunday morning there was public worship preceded by Holy Communion. Rev. I. Saugen spoke on the topic, "United in Christ." Saved souls are united in Christ here on earth through faith.

Due to the large crowd on Sunday the afternoon session was held in the Ryley Hall. Rev. C. Lystig spoke on "The Place of Singing in Public Worship." The Lutheran Church has been known as the singing church. He urged us to rally around the wonderful songs in our hymnary.

Under the direction of Prof. C. A. Ronning, the Choral Union, consisting of seventy voices, rendered the following numbers: "Arie, Arie, United Youth," "I Love to Tell the Story," "Wake, Awake, for Night is Flying," "Lord of Spirits I Surrender," "Savior Thy Dying Love," "Savior While My Heart is Tender," and "As Sinks Beneath the Ocean."

After the convention offering Prof. C. A. Ronning gave a few remarks. He stated that no other musical instrument is as valuable as the human voice. God has given us our voices, therefore we should use our voices in singing praises to His name. Sunday evening Rev. B. Ostrem, of Wetaskiwin, chose as his topic "Can-

LOCALS

Mrs. L. Alexander spent last week-end in Edmonton.

Mr. J. Fletcher was a visitor in Edmonton this week.

Gordon Harvey and George Dawson are leaving for Vancouver.

Mrs. H. McKay and family moved back to the farm last week-end.

Mrs. Watkinson returned last Monday evening from a visit with friends in Edmonton.

Miss Pearl Rubenok and Mrs. E. L. Peet of Jarrold left on the flyer for Victoria, B.C.

Messrs. R. D. Smallwood and Chas. Wilbraham are in the city this week on municipal business.

Mrs. John Rae left last Friday for a month's visit with her daughter at the Pacific coast.

Coulthman's orchestra will play for the Vimy dance in Irma on April 20. Watch for further advertising.

Mrs. E. R. Erickson and daughter Evelyn left here on March 20 for a visit with relatives at the Pacific coast.

Messrs. Thos. Marsden and T. C. Sanders will attend the C.C.F. convention in Edmonton on March 25th and 26th.

Mr. and Mrs. Frank Peterson left for Castairs, Alberta, on March 18, where Frank will resume work with his former employer.

Mr. and Mrs. J. G. Fenton are receiving congratulations on the arrival of a son at the Wainwright hospital on Saturday, March 19th.

Mr. and Mrs. Ross McFarland went to Edmonton last Tuesday to visit their son Murray, who is seriously ill in the University hospital.

Mr. R. W. Maguire and son Frank motored to Edmonton last Sunday to visit Mrs. Maguire, who is seriously ill in the Royal Alexandra hospital.

Mr. L. Gultiner with his son Murray and the two youngest children left on the flyer Saturday morning for a month's visit with relatives at Vancouver, B.C.

A large number of young folks of Strawberry Plains gathered at the home of George Rubenok as a farewell party to Pearl and George Dawson, who are leaving for Vancouver.

Mr. S. G. Simmons started this week to tear down Mr. Foxwell's old building to make way for a new and up-to-date store. This new building will be a big improvement to the town.

The Irma Branch of the Canadian Legion have chosen June 9th for their annual sports day, as this is the day set aside for the celebration of our King's birthday and is a Dominion holiday.

Master Murray McFarland was taken to the University hospital on Friday, March 18th, for examination and treatment. It was reported that it would not be known until about March 22nd or 23rd just what illness he was suffering from. It is hoped that there will soon be a change for the better.

A meeting in the interests of Christian Missions with lantern slides illustrating "The East in the Time of Christ" and "A Missionary Journey Around the World," will be held in Hedley's Hall, Irma, on Wednesday, March 30, at 8 p.m., under the auspices of St. Mary's Branch of the Women's Auxiliary. Public cordially invited. Silver collection.

The Irma Branch of the Canadian Legion and the Ladies' Auxiliary held a meeting in the Legion Hall on Saturday evening, March 19th, with a good attendance of members. As the president, Comrade Fr. Jos. E. McGrane, was absent, the vice-president, Comrade Geo. Batchelor, presided. Arrangements were made for the annual Vimy dance to be held on April 20th. Comrade David Currie was reported as having undergone an operation last week in an Edmonton hospital. Comrade Wilbraham offered to visit Comrade Currie on behalf of the Legion while in Edmonton this week.

Irma Times

Published Every Friday by the Times Publishers, Irma, Alberta.

E. W. CARTER, Local Editor.

ADVERTISING RATES

Want Ads, per insertion..... 25c

Stray or Strayed, 3 issues..... 1.25

Card of Thanks..... 50c

In Memoriam..... 50c

Local advertising, per line..... 5c

Man Limit God? Job 42:2. We are truly thankful to God for the spirit filled messages that were given during the convention. At each session there was a challenge for us to live our lives more fully in the service of our Master Jesus Christ. May God bless us and further His Kingdom among us and make each of us a blessing for His name's sake.

—Irene Rude, Sec'y pro tem.

The LETTER BOX

(This newspaper is not responsible for statements or opinions in letters from its readers.)

Says This Column Is Abused The Editor, Irma Times.

Dear Sir: As a reader of the Irma Times I am interested in its welfare as a community paper. Some time ago a new column was introduced, known as the "Letter Box." This proved to be a very interesting column, wherein anyone could express his opinion freely upon any topic he felt of interest to readers of the Times, and so it became the voice of the public.

Like myself, most readers of the Times have probably kept themselves posted to date on the "Gulbraa-Pruthero" (and now may I add) Branchflower feud," by reading the weekly instalments in the "Letter Box."

How truthful is the saying "Talk is cheap." The cause of this verbal battle seems to be rather vague, and what all the argument is about is still more vague. As far as I have been able to deduce there are two main topics, "Personal Abuse" and "Mr. Aberhart's Ignorance" and mixed with them to form a sort of batter I found snatches of political data.

When these gentlemen spoke of personal abuse I wonder if they realized they were committing a far greater crime by abusing their local paper and their right to freedom of speech by using the Letter Box for such a purpose? It has become a medium—a battle-ground for a crossfire of denunciations. This little war reminds one of a bunch of mules pulling at a tuft of hay. One pulls it one way, then the other pulls it back again, and so on, back and forth, and of course neither of them get it and neither have sense enough to give up.

It is a shame that a respectable paper should be tarnished by such childish, abusive wrangling. I would suggest that Messrs. Gulbraa, Pruthero and Branchflower get together in person and come to some sort of terms; or if they so wish, settle it as man to man. As this much abused column was intended to voice honest opinions, it is a sin to make it serve such an ungentlemanly purpose. I am sure that if these gentlemen, or shall I say "Soldiers of the Tongue," will only stop and think, they will see how really ridiculously foolish they have been.—An Interested Reader.

OIL INDUSTRY AND AUTOMOBILE OWNERS

The oil industry cannot be accused of any largeness in its efforts for welfare of the automobile owner. It has to see that not only do the brand new cars and their latest equipment run properly, but that the old gadgets also run to their satisfaction.

At times, also, the oil industry has had to contend with over-ambitious ideas of automobile manufacturers, such for instance, as in the case of free-wheeling lubrication, where the engineers overlooked the lubrication problem.

Engineers are more and more trying to save oil in the car. In this undertaking the oil industry has been actively participating by improving its oil. All of this improvement means more miles per gallon.

The situation suggests a closer and more sympathetic co-operation between the two chief industries. Such co-operation could go a long way toward developing a defense against political interference with motor fuel standards.—Cont.

WANT ADS

FOR SALE—One 6-ft. tiller combine, used one season.—Joe Saville, Irma.

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Answer.—In government and municipal bonds and debentures, first mortgages and other securities.

Question.—What do these investments accomplish?

Answer.—They help to finance the undertakings of our Federal and Provincial Governments—our municipalities—our industries and public utilities. They also aid in building new homes and schools—and in improving farms.

Q.—What is the total amount of Life Insurance funds invested in Canada?

A.—More than Two Billion Dollars.

Q.—What does this sum represent?

A.—It represents the accumulated savings of more than 3,500,000 Canadian men and women.

Q.—How do I benefit from these investments?

A.—Through good roads, new schools and local improvements made by your own municipalities, which, in turn, create employment.

Q.—What is the guarantee back of these invested funds?

A.—The security of the individual loans, in addition to the integrity of the borrowers—whether governments, corporations, or individuals.

Q.—Have the Life Insurance companies of Canada kept faith with their policyholders?

A.—Yes. In good times and bad, they have fulfilled every guarantee 100 cents on the dollar.

This is the fourth of a series of messages sponsored by Life Insurance Companies operating in Canada. The fifth, to appear in two weeks' time, will discuss Life Insurance investments in Alberta.

Life Insurance



Guardian of Canadian Homes

J. H. Unwin, M.L.A., was released from prison on Monday after serving six weeks of a three-months' term in connection with a libel case involving the famous "Bankers' Toadies" pamphlets.

EDMONTON SPRING STOCK SHOW APR. 4-7

SINGLE FARE FOR ROUND TRIP (MINIMUM FARE 25 CENTS) From stations in Alberta

APR. 2-6 and on April 7, for trains arriving not later than 2 p.m.

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Canadian Pacific

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DENTIST

DR. E. V. SPRINGBETT Wainwright

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